



HOLIDAY
SPECTACULAR!

Sept. 15, 2010
New York City

Greetings

Holiday Spectacular!

WHAT IS HOLIDAY SPECTACULAR?

Holiday Spectacular! is Pepcom's annual holiday preview media event, showcasing the consumer electronics and services that will be the hottest sellers of the season. That includes the latest in computers, cellphones, television, videogames, digital cameras, music players, GPS, and more. Each year, Holiday Spectacular! draws dozens of the world's biggest companies and hundreds of the most influential media, with nearly 400 press and analysts attending last year's holiday event. You can be there too! But spots at this event are limited (and sold out early last year), so reserve your place now to join us for Holiday Spectacular! in New York City.

WHEN AND WHERE IS IT?

Holiday Spectacular! will be held on Wednesday, Sept. 15th, from 6:00 to 9:00 pm. The event takes place at the Metropolitan Pavilion in the Chelsea district of Manhattan. This time and location make it easy for the maximum number of press to attend.

ARE YOU AFFILIATED WITH ANY TRADESHOW?

No, we're not. Holiday Spectacular! is an independent media event that is produced by and a registered trademark of Pepcom Inc. No tradeshow required!

ARE THERE SPEAKING OR PRESENTING OPPORTUNITIES?

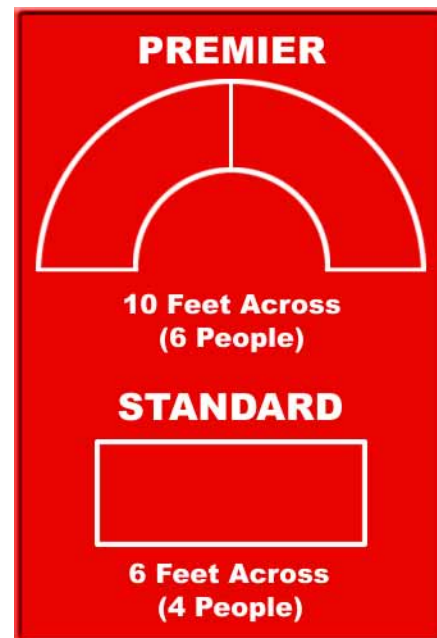
No, Holiday Spectacular! is strictly a demo event. Many journalists and analysts dislike sitting through speeches or presentations, but will happily entertain brief product demos. Pepcom events offer just that opportunity, which entices more and better media to attend.

WHAT KINDS OF COMPANIES PARTICIPATE IN HOLIDAY SPECTACULAR?

Holiday Spectacular! will once again be host to a wide range of consumer electronics and computer companies. Participants in recent events include AMD, Barnes & Noble, Brother, Canon, Casio, Corel, Dell, eBay, EA, Energizer, Epson, Fujifilm, Garmin, Google, HP, Intel, IBM, Imation, Kingston, Kodak, Lenovo, Lexmark, LG, Logitech, Magellan, Maxell, Microsoft, Mitsubishi, Moen, Monster Cable, Motorola, Netflix, Nextel, Nikon, Nokia, Olympus, Panasonic, Philips, Pioneer, Qualcomm, Ricoh, RIM, Samsung, Sanyo, Sears, Sony Electronics, Sony Ericsson, Sprint, Starz, T-Mobile, TI, Toshiba, Yahoo! and many more.

ARE THERE LEVELS OF EXHIBITING?

Yes, there are. We have two exhibitor levels at this annual event: Standard and Premier. Standard exhibitors receive a six-foot demo station, which comes complete with linen, color logo signage, electrical power, and, if ordered, high-speed Internet access and flat-screen TV or PC displays. Standard exhibitors may bring a total of four company and/or PR agency reps to the event. Premier exhibitors receive a 10-foot semicircular station, with all of the same amenities as Standard exhibitors, and may bring a total of six persons. Demo stations of both levels are placed throughout the venue.



HOW DOES THE EVENT WORK?

A complete upscale “walking” dinner buffet, including premium open bars, is provided for the journalists and analysts who attend. Press and analysts arrive and visit the exhibitors at their convenience, working their way around the room. Exhibitors arrive about two hours prior to the event to set up and grab a bite to eat.

WHO HANDLES THE PUBLICITY?

Pepcom and its experienced media relations staff handle all the promotion, invitations, emails, and RSVPs for the event. We invite a broad range of press and analysts, drawing from our own media databases, updated with the latest from our press services. We also assemble an event press kit on a USB key, which is given to each journalist and analyst that attends.

WHAT TYPES OF MEDIA ATTEND THIS EVENT?

More than 350 media and analysts attended the most recent Holiday Spectacular! event in New York City. We personally contact and screen every journalist and analyst that we invite. A few of the media outlets that attended recent events include ABC, Associated Press, BusinessWeek, CBS News, CNET, CNN, Consumer Reports, Cosmopolitan, Fortune, Fox News, L.A. Times, Maxim, NBC, New York Times, Newsweek, O Magazine, PC Magazine, PC World, Popular Science, Rolling Stone, Time, U.S. News, USA Today, and the Wall Street Journal. After the event, every exhibitor receives a list of all attendees with their contact information.

CAN I REQUEST A SPECIAL LOCATION AT THE EVENT?

We arrange table locations at our events to ensure an appealing mix of products and companies, as well as to separate direct competitors. But we also do our best to honor requests to be placed in general areas of the venue, or to be located near (or far from) other event participants.

HOW LONG WILL SPOTS BE AVAILABLE AT THIS EVENT?

Holiday Spectacular! in New York has sold out each of the last seven years, with last year’s event filled before summer’s end. So we encourage you to book your spot early!

HOW DO I SIGN UP TO PARTICIPATE?

Becoming an exhibitor at Holiday Spectacular! is easy. Call or email us to receive an exhibitor agreement form. Then, to reserve a spot, simply choose an exhibitor level, sign the form, and fax the agreement to us at 561.278.5603. Once you’re signed up for Holiday Spectacular!, our events staff will contact you regarding all of the logistical details.

WHAT DOES IT COST?

The cost for Standard or Premier exhibitors is a single, reasonable fee – and far less than you’d spend on a press tour or single-company event. Instead, sign up and let us bring the press to you! For more information on how you can join us, please contact Jon Pepper at 212.355.6326 (jon@pepcom.com) or Jen Ferency at 561.278.5094 (jen@pepcom.com).



PEP COM[®]



Digital Experience!®

June 23, 2010 in New York

Holiday Spectacular!®

Sept. 15, 2010 in New York (Holiday Preview)

MobileFocus®

Oct. 6, 2010 in San Francisco (CTIA Fall)

Wine, Dine & Demo!®

Nov. 18, 2010 in New York

Digital Experience!® (CES)

Jan. 5, 2011 in Las Vegas

MobileFocus Global®

Feb. 14, 2011 in Barcelona, Spain (MWC)

MobileFocus®

March 22, 2011 in Orlando (CTIA Spring)

EcoFocus®

April, 2011 in New York (Green Tech)

For more information

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